

controlling means for operationally controlling the row-driving means and the column-driving means.

13.(added) The display device of claim 12, wherein the respective partitions of the columns are
5 aligned in the row direction.

14.(added) The display device of claim 13, wherein the number of row conductors is equal to the number of rows.

10 15.(added) The display device of claim 13, wherein said row-driving means comprises a plurality of row drivers, each row driver is connectively coupled to a respective plurality of row conductors associated with n rows of cells, including one cell in each of the n partitions of each column, whereby the number of row drivers is r/n .

15 16.(added) The display device of claim 13, wherein each partition is divided into groups of at least one cell per group, and within each column the groups forming the different partitions are interleaved.

20 17.(added) The display device of claim 16, wherein said row-driving means comprises a plurality of row drivers, each row driver is connectively coupled to a respective plurality of n row conductors associated with n rows of cells, a given plurality of the n rows of cells including one cell in each of the n partitions of each column, whereby the number of row drivers is r/n .

25 18.(added) The display device of claim 13, wherein the respective cells of a partition are contiguous.

30 19.(added) The display device of claim 18, wherein said row-driving means comprises a plurality of row drivers, each row driver is connectively coupled to a respective plurality of n row conductors associated with n rows of cells, a given plurality of the n rows of cells including one cell in each of the n partitions of each column, whereby the number of row drivers is r/n .